

ORDER



KLAS

Orders
Order / Rev: 37401
Alt Order #: 08872207
Product Desc: Horsford/DCCC
Estimate: 1877
Flight Dates: 09/26/12 - 10/01/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC - Horsford
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$10,490.00	\$8,916.50
10/01/12	10/02/12	17	\$10,115.00	\$8,597.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$10,490.00	\$8,916.50	0.00
October 2012	17	\$10,115.00	\$8,597.75	0.00
Totals	33	\$20,605.00	\$17,514.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$20,605.00
Market	100%	\$68,683.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,170.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,434.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/26/12	10/02/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MTWTF--			1			\$325.00		0.00			
E 2	8	09/26/12	10/02/12		CM	6-7a	MTWTF--	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F 8 News Now 6a M-F 8 NEWS NOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$650.00 0.00														
E 3	8	09/26/12	10/02/12	CBS This Morning 7-9a CM	7-9a	MTWTF--	:30	2	\$850.00	LV1	0.00	NM	2	\$1,700.00
CBS THIS MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$850.00 0.00														
E 4	8	09/26/12	10/02/12	Live w/Kelly CM	9-10a	MTWTF--	:30	2	\$350.00	LV1	0.00	NM	2	\$700.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$350.00 0.00														
E 5	8	09/26/12	10/02/12	Price Is Right CM	10-11a	MTWTF--	:30	2	\$325.00	LV1	0.00	NM	2	\$650.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$325.00 0.00														
E 6	8	09/26/12	10/02/12	Y&R CM	11a-12p	MTWTF--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
YOUNG & RESTLESS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$325.00 0.00														
E 7	8	09/26/12	10/02/12	8 News Now Noon M-F CM	12-1230p	MTWTF--	:30	1	\$425.00	LV1	0.00	NM	1	\$425.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$425.00 0.00														
E 8	8	09/26/12	10/02/12	1230-2p Soaps/ LMAD CM	1230-2p	MTWTF--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
THE BOLD AND THE BEAUTIFUL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$325.00 0.00														
E 9	8	09/26/12	10/02/12	1230-2p Soaps/ LMAD CM	1230-2p	MTWTF--	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$300.00 0.00														
E 10	8	09/26/12	10/02/12	The Talk 2-3P CM	2-3p	MTWTF--	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
THE TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$275.00 0.00														
E 11	8	09/26/12	10/02/12	Ellen CM	3-4p	MTWTF--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$450.00 0.00														
E 12	8	09/26/12	10/02/12	8 News Now 4p M-F CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 1 \$700.00 0.00														
E 13	8	09/26/12	10/02/12	8 News Now 5-630p M-F CM	5-630p	MTWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/12 10/02/12 MTWTF-- 2 \$1,000.00 0.00														
E 14	8	09/26/12	10/02/12	CM	630-7p	MTWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00

